

PATENT SPECIFICATION

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(54) IMPROVEMENTS IN OR RELATING TO OUTDOOR
ADVERTISEMENT HOARDINGS

(71) We, J. C. DECAUX PARIS-PUBLICITE ABRIBUS, a French Corporate body, of Ste Appoline R.N. 12—BP N° 11—78370—Plaisir, France, do hereby declare the invention for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be performed, to be particularly described in and by the following statement:—

10 The present invention relates in general to advertisement hoardings or billboards for outdoor use, and has specific reference to hoardings or billboards of this character which comprise a box-like structure and a
15 frame, enclosing a protection glass, between which the bill or poster is disposed.

More particularly, this invention is directed to an advertisement hoarding or billboard of this type which comprises an
20 air cushion or bladder carried by the box-like structure and adapted to press the poster or bill firmly against the protection glass. Preferably, the box-shaped structure has a translucent front face and the air
25 bladder is of translucent material, in which case the box-shaped structure can be illuminated.

Other features and advantages of this outdoor advertisement hoarding will appear as the following description proceeds with
30 reference to the accompanying drawing, in which:

Figure 1 is a perspective view of a shelter for the passengers of public transport facilities, which is equipped with an outdoor advertisement hoarding according to this invention, and
35

Figures 2 and 3 illustrate on a larger scale and in cross-section taken along the line
40 A-A of Figure 1 the advertisement hoarding, in its open and closed positions, respectively.

This outdoor advertisement hoarding or billboard comprises essentially a fluid-tight
45 box-shaped structure 1, provided preferably [Price 33p]

with internal lighting means, having a translucent front face 2, and a frame structure 3 hingedly connected to said box-shaped structure and provided with a protection glass 4.

According to this invention, a translucent air cushion or bladder 6 of suitable dimensions is secured along its upper portion to the box-shaped structure 1 and adapted to press the translucent poster or bill 7 firmly
55 against the protection glass 4 when the bladder 6 is inflated and the device closed.

This air cushion or bladder has substantially the same dimensions as the area of protection glass 4 exposed in the frame
60 structure 3 and is nested in a relatively shallow recess 8 formed in the translucent front face 2 of the box-shaped structure 1.

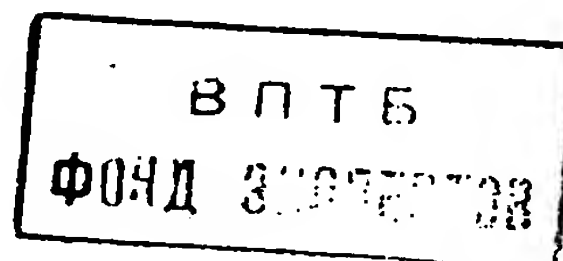
A very moderate air pressure in bladder 6 is sufficient to avoid any condensation on
65 the glass of this advertisement hoarding.

Of course, the above-described form of the invention given with reference to the accompanying drawing is not to be construed as limiting the scope of the invention
70 since many modifications and changes may be brought thereto without departing from the scope of the invention as defined by the Claims hereinafter.

WHAT WE CLAIM IS:—

1. Outdoor advertisement hoarding comprising a box-shaped structure and a frame structure, enclosing a protection glass, between which box-shaped structure and glass
80 a poster or bill may be interposed, this hoarding being characterised in that it comprises an air bladder attached to said box-shaped structure and arranged to press the poster or bill firmly against the protection
85 glass.

2. Outdoor advertisement hoarding as claimed in Claim 1 wherein the box-shaped structure has a translucent front face and the air bladder is of translucent material. 90



3. Outdoor advertisement hoarding as claimed in Claim 2 wherein the box-shaped structure is illuminated.

4. Outdoor advertisement hoarding as claimed in Claim 1, characterised in that said air bladder has substantially the same dimensions as the area of protection glass exposed in said frame structure, and that it is nested in a relatively shallow recess
10 formed in a front face of said box-shaped structure.

5. Outdoor advertisement hoarding substantially as described hereinabove and illustrated in the accompanying drawing.

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COMPLETE SPECIFICATION

1 SHEET

*This drawing is a reproduction of
the Original on a reduced scale*

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Fig.1.

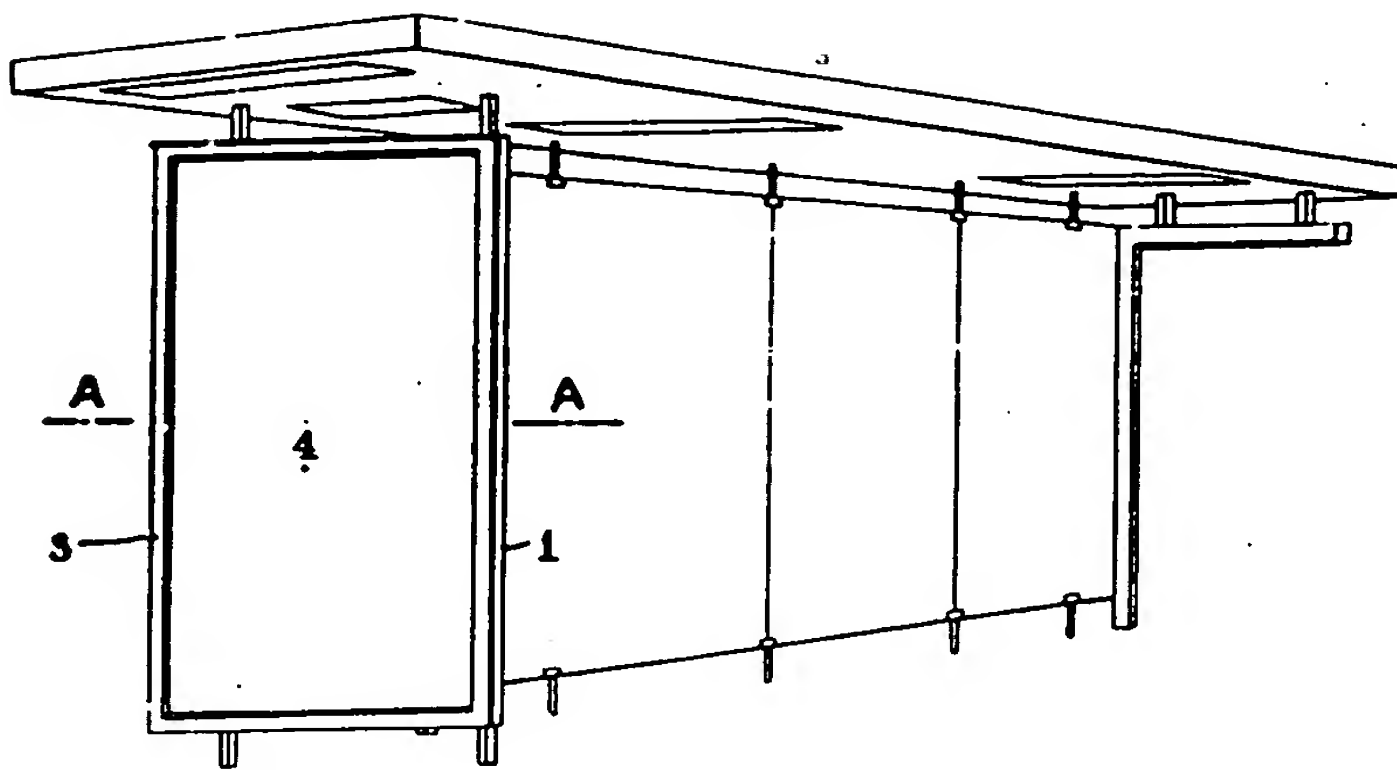


Fig.2.

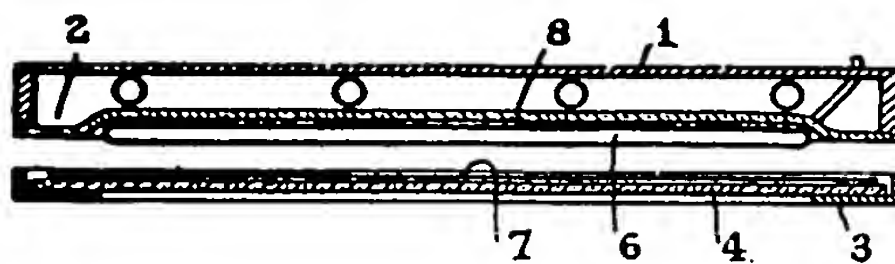
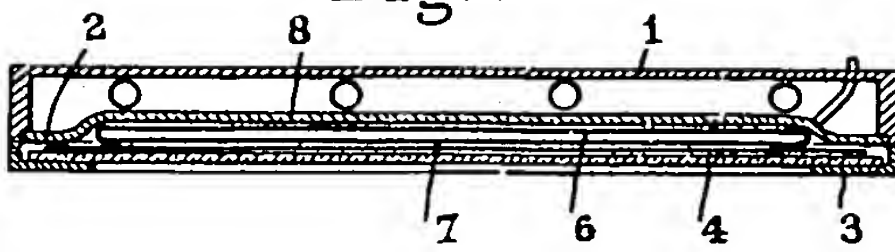


Fig.3.



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